



FOR IMMEDIATE RELEASE

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'TXT L8R' Social Media Contest Offers \$5,000 Scholarships

INDIANAPOLIS – Instead of making a tragic mistake behind the wheel, Indiana high school and college students are being encouraged to put their smartphones to good use by urging others to “Drive Now. TXT L8R”.

The Indiana Bureau of Motor Vehicles, Indiana Criminal Justice Institute, Indiana Department of Labor, Indiana Department of Transportation and Indiana State Police have partnered to award \$5,000 scholarships to students who compose the most creative and viral social media posts on Twitter, Instagram and Vine.

Keeping one's hands on the wheel and eyes on the road is not just a safe driving practice – it's the law. The majority of text message citations and warnings issued by Indiana State Police in 2013 have been for drivers under age 30.

Students may register their public Twitter accounts and read contest rules at www.txtl8r.in.gov. Entries must be posted during April, which is Distracted Driving Awareness Month, and use the hashtag #TXTL8RIN. **Social media posts that are composed while driving will be disqualified.**

High school and college entries will be awarded separately, and up to three students may work together on the same social media account. The state will deposit \$5,000 into the 529 college savings plans for the winners of five categories:

1. Twitter – most tweets, retweets and favorites
2. Vine – most likes
3. Vine – most creative
4. Instagram – most likes
5. Instagram – most creative

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